

Marketing: School Year _____
Exploration of Marketing and Management
Course Code # 5014 Term ____ Fall ____ Spring
½ Credit _____ 1 Credit _____

Standards to be completed for ½ credit are identified with one asterisk(*).
 Additional standards to be completed for 1 credit are identified with two asterisks(**).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 22, with Work-Based Learning = 26, 1 credit = 28, WWBL = 32	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will explore the nature and scope of marketing and management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Analyze marketing functions and related activities			
1.2	Evaluate the importance of marketing and management			
1.3	Distinguish the types of businesses that market goods and services			

***Standard 2.0 The student will assess characteristics of a successful employee.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine an employee's responsibilities in an entry-level marketing position			
2.2	Analyze the rights of employees and employers			
2.3	Evaluate the importance of ongoing education as an employee			

***Standard 3.0 The student will assess career opportunities in marketing and management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Investigate career options in the marketing and management fields			
3.2	Explain the importance of marketing and management careers in a private enterprise system			
3.3	Discuss the benefits associated with careers in marketing			
3.4	Assess his/her values and interests as they relate to career choice			

****Standard 4.0 The student will assess interpersonal skills needed in marketing and management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess individual personality traits			
4.2	Determine techniques for creating positive first impressions			
4.3	Practice appropriate interpersonal skills			

****Standard 5.0 The student will apply human relations and communication skills required for the marketing and management careers.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Demonstrate the importance of using effective communication			
5.2	Distinguish between the types of communication that are important in business			
5.3	Utilize proper grammar and vocabulary			

***Standard 6.0 The student will apply and relate academic subject matter to exploration of marketing and management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Utilize proper grammar and writing skills through business communication			
6.2	Utilize effective verbal communication skills			
6.3	Utilize the principles of art in preparing visual presentations			
6.4	Apply mathematical calculations as they relate to a chosen career field			
6.5	Utilize graphs to illustrate data			

6.6	Analyze vital statistics of a population (demographic, geographic and psychographic)		
6.7	Examine government regulations imposed on business		
6.8	Analyze a chosen career from an historical perspective		
6.9	Complete a personality assessment		

***Standard 7.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Demonstrate knowledge of DECA			
7.2	Utilize critical thinking in decision-making situations			
7.3	Identify and demonstrate personal characteristics needed in leadership situations			

*****Standard 8.0 The student will analyze how exploration principles of marketing and management are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Apply exploration of marketing management principles to a work-based situation			
8.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
8.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
8.4	Employ the principles of safety to the work-based experience			

Additional comments:
